of Information and Broadcasting *www.mib.nic.in.* The Committee has had six meetings so far. The next meeting has not been scheduled.

(b) Does not arise.

Telecast of advertisements on pay channels

1158. SHRI BANWARI LAL KANCHHAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is provision to show advertisements between the programmes on pay channels being telecast on cable T.V.;

(b) if so, the time period and policy rules for showmg advertisements between the programmes on pay channels as pay channel companies are paid monthly subscription per channel by cable operators;

(c) whether Government would consider to impose ban on showing advertisements between the programmes on pay channels; and

(d) if so, by when, if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI PRIYARANJAN DASMUNSI): (a) Yes, Sir.

(b) Rule 7(11) of the Cable Television Networks Rules, 1994 as amended has provided that no programme shall carry advertisements exceeding twelve minutes per hour, which may include upto ten minutes per hour of commercial advertisements, and upto two minutes per hour of a channel's self promotional programmes.

(c) No such proposal is under consideration of Government.

(d) Ban on advertisements on pay channels may push up subscription rates of such channels and may not be in the interest of viewers.

Deplorable condition of AIR stations

1159. SHRI KARNENDU BHATTACHARJEE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that AIR stations are in a deplorable condition with some lying defunct for more than 3 months in Assam and North East; and

(b) whether any initiative has been taken to enhance the Radio Networks for commercialization taking cue from other States and cities?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) No, Sir. All the stations in North East including Assam are working satisfactorily.

(b) Prasar Bharati has set-up an exclusive Marketing Division at Guwahati in 2006 which is working as a Single Window for catering to the needs of Advertisers/Clients of Assam and the entire North-Eastern Region. This division accepts bookings for and on behalf of all the AIR stations of Assam and North-Eastern Region. With the